Humanities TNC project summary

The Ford Motor Company is an American multinational corporation. It is a public company that is involved in automotive industry, producing automobiles and automotive parts. The founder was Henry Ford, who was an American industrialist born on July 30th, 1863 and died on April 7th, 1947 and the company was founded on June 16th, 1903. Ford is the second largest automaker in the United States and the fifth in the world according to vehicle sales in 2010. Ford produces around 5.532 million automobiles annually and contains around 164,000 employees in 90 worldwide plants, factories and facilities. The headquarters are located in Dearborn, Michigan which is a suburb of Detroit although the company serves worldwide. All of Ford’s products are produced in the U.S., Canada and Mexico and sold in the global market, however some subsidiaries (a wholly or partially owned company that is part of a large corporation) such as Ford of Europe and Ford do Brazil manufacture Ford products themselves. Last year the Ford Motor Company earned about $6.56 billion dollars which is more than countries such as Mongolia, New Guinea, Niger, Chad, Cuba, Haiti, etcetera made in 2010 in GDP. During the 20th century technological expansion was scarce and so companies had limited ways to brand themselves such as Ford. What Ford did use was a logo and slogan. The simplicity of the oval shape and blue color attracts the eyes and allows people to easily remember it. The calligraphy of the logo is also unique. During the early 1900’s many logos were hand written such as The Coca Cola Company, Walt Disney and of course Ford. The curves on every letter allow a person to perceive Ford as a prestige and high class manufacturer of cars and attracting more attention. The slogan of the Ford Motor Company is “Quality is job 1”. It makes people feel and think that the value of work effort and the products is high. As time passed, Ford branded itself differently during the late 20th and early 21st century by reaching out into the community. An example of this is the scholarship program it created. Ford helps fund a number of scholarships to help college and university students to ease their financial stress. This is very effective in terms of gaining trust and support from the public. More trust means more attention; more attention means more customers and more customers means greater profit. Ford also invests in Nascar because people are more likely to buy a car when they see it in use, especially if they see in watching an adored sport. The Ford Motor Company is beneficial to most people. This is because of how Ford revolutionized car production. This company was the first to develop production of vehicles by manufacturing sequences in an assembly line. This allowed cars to be sold at a cheap and became affordable to many people around the world. Ford was also the first company to introduce seat belts (another way Ford used branding) in cars because many people would die from impalement and severe forced traumas. In conclusion the Ford Motor Company improved mass production of cars and safety of people all around the world.

RESOURCES

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